What is claimed is:

1. An organic electroluminescent display comprising:

a transparent substrate having an inner surface and an outer surface;

a transparent electrode disposed on the inner surface of the transparent substrate;

an organic EL layer disposed on the transparent electrode;

a back electrode disposed on the organic EL layer; and

a half mirror disposed on the outer surface of the transparent substrate.

2. The organic electroluminescent display according to claim 1, wherein the half mirror is formed of a thin metal film prepared by vapor deposition or sputtering on a surface of a transparent plate for protecting the organic electoluminescent display.

3. The organic electroluminescent display according to claim 1, wherein the half mirror is formed of a transparent resin film having a thin metal film, the transparent resin film attached to a transparent plate for protecting the organic electoluminescent display.

4. The organic electroluminescent display according to

claim 1, wherein a perpendicular distance from a surface of the organic luminescent layer to the half mirror is equal to or larger than a dot pitch of the display.

5. The organic electroluminescent display according to claim 2, wherein a perpendicular distance from a surface of the organic luminescent layer to the half mirror is equal to or larger than a dot pitch of the display.

6. The organic electroluminescent display according to claim 3, wherein a perpendicular distance from a surface of the organic luminescent layer to the half mirror is equal to or larger than a dot pitch of the display.